

Use of Principal Display Panel (PDP) Label Claims Other Than “100 percent organic,” “organic,” or “made with organic (specified ingredients or food group(s))”

Reference: Subpart D, Labeling (Sections 205.300-311)

Question: “As a certified handler can I make specific certification or production claims on the PDP such as Certified Organic,” “Grower Certified,” “Facility Certified,” “Product Certified,” “Organically Raised,” or “Organically Grown” in addition to or in place of “100 percent organic,” “organic,” or “made with organic (specified ingredients or food group(s))”?”

Answer: Certified operations are not prohibited from making truthful PDP label claims. However, alternative labeling claims must not be used to misrepresent a product. For example, alternative PDP label claims must not be constructed so as to mislead a consumer into thinking that a “made with” product was actually an “organic” product.

Further, the NOP may, in the future, engage in rulemaking to limit the use of alternative PDP claims when it has determined that these alternative claims are being used to misrepresent the product.

Finally, exempt or excluded producers and handlers may not represent their operations as certified or use the term “certified” when labeling their product.

August 19, 2002